



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING**

**February 5, 2014**

#### **Board of Directors**

Barbara Bundy, Jim Bonham, Sauli Danpour, Kathy Faulk, Robert Hanasab, Carol Schatz, Daniel Swartz, Cari Wolk

#### **Absent**

Eric Bender, Marty Caverly, Richard Costanzo, Robert Cushman, David Damus, Clare De Briere, Frank Frallicciardi, Simon Ha, Steve Hathaway, Peklar Pilavjian, Patrick Spillane, Cindy Troesh, Adele Yellin, Peter Zen

#### **Staff**

Hal Bastian, Jeff Chodorow, Suzanne Holley, Kate Kertez, Joshua Kreger, Lauren Mitchell, Lena Mulhall, Ken Nakano

#### **Guests**

Michael Czarzinski (as proxy for Peter Zen), Nina Decker (as proxy for Clare De Briere), Matt Nolan (as proxy for Adele Yellin)

#### **CALL TO ORDER**

Faulk called the meeting to order at 8:09 a.m. with a quorum. Faulk asked the attendees to say their name and company representing.

Carol provided the Board slate and announced that Kathy Faulk has agreed to extend her term as Chair for an additional year and Cari Wolk has agreed to become an executive officer. Carol asked the Board to raise a motion to approve the Board of Directors as slated. Bundy raised a motion to approve as slated, Swartz seconded and motion was approved. The Board was also given the Property Owner Verification Certificate to complete and return.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

#### **APPROVAL OF MINUTES**

A motion was raised by Swartz to approve the December 4, 2013 minutes as presented, Bundy seconded and motion was approved.

#### **PRESIDENT'S REPORT**

Carol Reported:

- Carol announced Kate Kertez as the new Administrative Assistant for Economic Development and Marketing.
- Investor Conference, co-hosted by CCA and DCBID, January 9. There were over 450 people who attended and many of whom stayed for the tour. The feedback received was very positive; the panels

were substantive. Carol asked Hal to keep track of follow up: tours, call, etc. to see the benefits from this event. Carol thanked the staff for the efforts in making this event a huge success.

- Announced the Annual Property Owners meeting is on April 10<sup>th</sup> at the Athletic Club and encouraged the Board to attend.
- Legislative issues: 1) BID General vs. Benefit- The conflicting court of appeals decisions that have been interpreted by some courts in such a dangerous way has placed property-based BIDs around the state in jeopardy. The issue is “general vs. special” benefit and how it’s accessed. This leads to a very questionable future for the BIDs. Carol spoke to LA City Attorney Mike Feuer before he was sworn in and he strongly encouraged we move forward with proposed legislation and he will make it a priority and will assist with anything we need him to do. We are working with Paul Rohrer and other legal experts and have drafted legislation. The tact we are taking is to take the court of appeals decisions that best represents the good policy that we would like to see. Carol and legal team met with the Speaker on Monday and he is going to author the Bill. DCBID has also hired an advocate who will sheppard this through the Senate. 2) Living Wage Proposal. CCA legislative team is working on this. Carol is happy to announce that thanks to her efforts this proposal has not yet been introduced. If introduced as originally planned, this proposal will increase hourly wages to \$15.37 base for staff of hotels with 100 rooms or more. This proposal exempts collective bargaining agreements. Carol has met with two hotel groups already that have shown interest in moving to Downtown that now have concerns about going forward in light of this proposal. Carol has also met with several councilmembers and discussed the hotel groups’ concerns along with a variety of other issues and how this proposal is going to affect new business opportunities. An economic impact study must be conducted.
- Upcoming CCA events:
  - CCA General Membership Meeting – Downtown Economic Forecast with Guest Speaker Chris Thornberg, Ph.D- February 13
  - CCA Annual Treasures- May 15

Kathy Faulk gave a presentation to the Board on the Regional Connector Transit Project (2<sup>nd</sup> & Hope Street Station Bridge Discussion). The Regional Connector Community Leadership Council has proposed an alternative 2-story plan vs. the 1-story version proposed by Metro. The 2-story option which would add a bridge connecting the station to upper Grand would provide the following benefits:

- Safety of pedestrians – move people off the Island safely.
- Vehicular safety also would improve in that area.
- Prevent congestion from vehicle / pedestrian intersection conflicts.
- Improve worker access to jobs on Bunker Hill.
- Improve connectivity to transit connections -- all on upper Grand.
- Direct pedestrian access to life *on* Bunker Hill instead of to garages and loading docks *under* the Hill or *up along the steep sidewalks* adjoining Disney Concert Hall and The Broad garage entrances on 2nd Street.
- Provide the proper civic welcome to the cultural center of Downtown.
- Also provide a civic welcome to the Bunker Hill commercial district.
- Allow easy access to and from the station for nearby businesses.
- Serve as an economic enhancement to properties and businesses.
- Facilitate delivery and loading access for commercial activity.
- Support filming activities on lower Grand as no conflict with pedestrians.

Kathy asked if the DCBID would agree to be listed as a conceptual but not financial supporter of the bridge alternative. The Board voted unanimously to support the project.

## **FINANCE**

Jeff Reported:

October financials were reviewed in December but not approved because there wasn't a quorum. Faulk asked for a motion to be raised to approve the October financials as presented. Swartz raised a motion to approve as proposed, Danpour seconded and motion was approved. November 2013 total assessment revenues are favorable \$170K due to collecting from delinquent accounts. Department expenditures are favorable \$500K due to delays with big projects for Marketing; Public Safety- due to staff vacancies; Rent saves with service center move not yet occurring; and Economic Development- due to the Investor Conference rescheduled to January. Faulk asked for a motion to approve the November financials as presented. Swartz raised a motion to approve as presented. Danpour seconded and motion was approved.

A preliminary overview was provided of the unaudited December financials which are to be presented for approval at the next Board meeting.

## **OPERATIONS**

Ken Reported:

### **Safety:**

Safety has been working on identifying problem areas within the district during the holiday season. Though commonly traffic along the 7th Street corridor is the busiest during this season, this year has not been busier than any other time of the year. There has been an increase in quality of life issues in this area. The area of 3<sup>rd</sup> and Main is a growing concern due to an increased number of transients who have been encamping in that area on a nightly basis. This area is also being monitored by LAPD as personal belongings begin to gather in this area.

	December 2013	December 2012
Calls For Service	2,534	2,780
Self Initiated Calls/Incidents	9,184	9,639
LAFD Assists	10	5
LAPD Assists	14	12
Misdemeanor Incidents	737	931
Felony Incidents	8	8
Quality of Life Incidents	2,262	4,819

Safety Staff received training on the following topics:

- Patrol Procedures
- Bike Inspection
- Customer Service
- Cultural Diversity
- Side Handle Baton
- Pepper Spray

### **Maintenance:**

Maintenance continues to work on the beatification of tree wells within the district, though about half of the tree wells have been completed, there are still a lot to be completed. This project should be completed by the end of January.

Operations staff is working on identifying streets and locations in which tree trimming is needed. We are also working on a pressure-washing schedule for the new year.

#### **BID ACTION:**

Our outreach team continues to do two monthly homeless counts as directed. The following information was gathered.

1. Count #1 was conducted on 12/09/13 – They counted approximately 181 individuals sleeping overnight within district boundaries.
2. Count #2 was conducted on 12/23/2013 – They counted approximately 180; this indicates a decrease over the past two months.

Though the outreach team has been successful in making contact with new faces within the district, they are finding that a large portion of the new people within the district are service resistant and do not wish for us to provide services to them. The outreach team continues to try and forge a relationship with the individuals in hopes that they will be able to assist them in the future.

#### **MARKETING**

Mitchell Reported:

#### **Communications & Marketing (December 2013)**

##### **Marketing Campaigns**

We will soon have results from the DCBID's holiday marketing campaign: **Shop Downtown LA for the Holidays**. The campaign encouraged residents, office workers, and visitors to tackle their holiday shopping in Downtown LA. It also promoted holiday events, hotel packages, and dining. The campaign was supported by an advertising plan that included radio spots on KOST and KCRW, print ads in the Downtown News, search engine marketing, social media, flyers, a holiday video, a Shop Til You Drop sweepstakes valued at \$800+, a printed map, web banners on LATimes.com and LAMagazine.com and public relations. We are transitioning the content to an evergreen shopping guide to Downtown LA.

##### **Website**

We have selected Downtown LA's marketing and website design firm WeAreGiants as our new website firm. We will be working with them on creating a new website that will launch in Q2 2014.

##### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. We increased the staffing to a team of seven, and now have two kiosks and staffing on Saturdays. The Guides were present at the weekly Farmers' Markets, DCBID Housing Tour, and Pershing Square Ice Rink Opening events. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

We are also working on a refresh to the design of the kiosks to improve their functionality and look.

##### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

##### **Property Owner Quarterly Newsletter**

The Q4 Newsletter, focusing on the January 9 Investor Conference, arrived property owners.

### **Events**

#### **Marketing Roundtable Holiday Party**

The DCBID hosted its annual Roundtable Holiday party attended by 80 guests at **Casey's Irish Pub** on Monday, Dec. 9 from 4-5:30pm.

### **ECONOMIC DEVELOPMENT**

Bastian Reported:

#### **Investors Conference**

Most of our time during the month was dedicated to all the last minute details for our program & tour. The event became fully subscribed with 450 people attending.

#### **Creative/Tech/ Office Recruitment Committee**

The committee reconvened on December 5 with an attendance of over 30 people, including representatives for most of the major office building owners, commercial real estate brokers, as well as architects, designers and marketing professionals. We are in the process of curating all the great ideas and will draft a plan, along with the Marketing Department for next steps.

#### **Retail**

Urban Outfitters opened on Broadway in the former Rialto Theater. We have been working to recruit Urban Outfitters to the DCBID for over five years. Although they did not open in our district despite our best efforts to bring them to 7<sup>th</sup> Street, their addition to the market helps all of Downtown.

#### **Economic Development Research**

We produced the year-end market report.

#### **Housing Tours**

We had one very successful, standing room only, housing tour with 65 people in attendance.

#### **Information Requests**

We had over 20 requests for information.

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**ADJOURNMENT:** The next meeting is scheduled for March 5, 2014. The meeting was adjourned.